CHAPTER 4
DESIGN GUIDE ANALYSIS CRITERIA

4-1 Introduction

4-1.1 The installation design guide process depends upon the development of visual goals and objectives and the identification and classification of visual elements.

4-1.2 This chapter provides information on setting goals and objectives and defining visual characteristics. Goals and objectives provide the desired visual context of the installation. Basic design principles are used to assess, define, and classify visual elements. This assessment of visual elements becomes the design criteria used to determine the visual character of the installation. These design criteria are used for design decisions in the review of existing visual context and determination of project recommendations.

Fig. 4.1 Manmade Visual Element

4-2 Goals, Objectives & Recommendations

4-2.1 Goals and objectives are defined to provide direction for visual survey and analysis and recommendations for projects. Goals provide the "wish list" of end results to be achieved and are very general in nature. Objectives provide more definitive types of actions to be taken to attain the goals. Recommendations provide specific projects to be implemented.

4-2.2 Examples of goals, objectives and recommendations that could be included in an installation design guide are:

- **Goal 1** – Assure that proposed design is compatible with existing development and the natural environment in terms of site location, mass, density, color, form, function and materials.

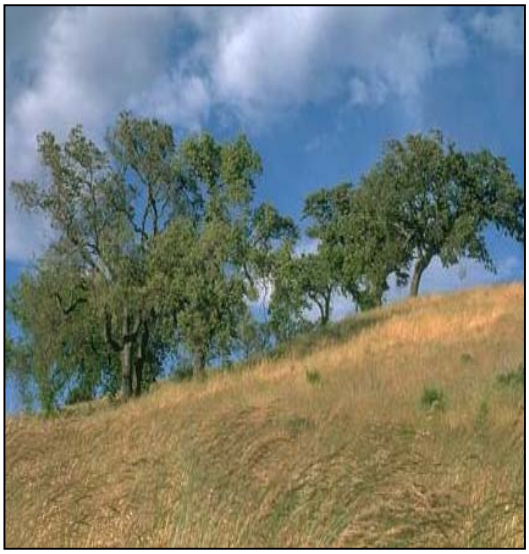

Fig. 4.2 Natural Visual Element

- **Objective** – Prepare an installation-wide architectural theme that will result in a harmonious relationship of buildings.

- **Recommendation 1** – Design the new dormitory to include brick and wood trim that blends with the brick and wood trim in the existing dormitory and administration buildings.

- **Recommendation 2** – Use windows that blend with the windows of the existing dormitory and administration buildings.

- **Goal 2** – Provide an environment that is sensitive to natural elements such as topography, vegetation, light, water and views.

- **Objective** – Prepare an installation-wide landscape theme to provide shade and enhance visual impact of the installation.

- **Recommendation 1** – Prepare an Urban Forest Management Plan.

- **Recommendation 2** – Prepare a landscape plan to install street trees along all primary entrances to the installation.

4-2.3 Design guides are based upon ensuring health, safety and welfare and supporting the mission. The goals are general in nature and should be conceived to enhance the establishment and preservation of the concept of sustainable development. Typical design goals may include:

- **Mission:** Provide physical development that supports the mission.

- **Community:** Provide development that produces a sense of pride and commitment to the awareness of quality of life issues.

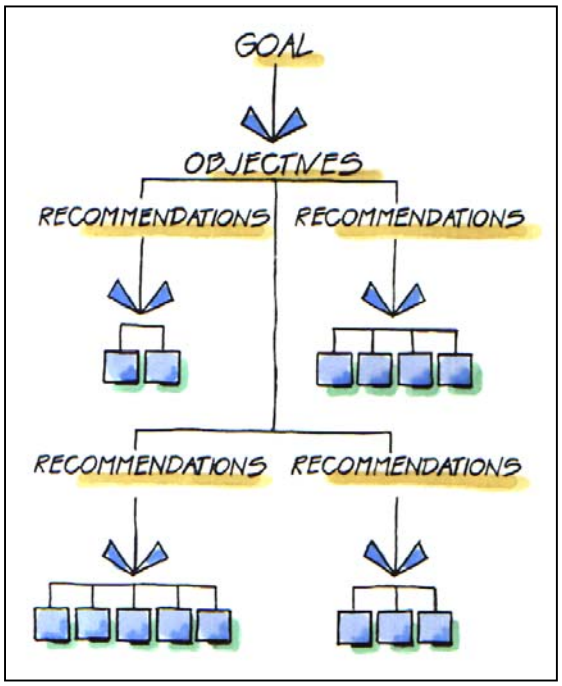

Fig. 4.3 The Goal Setting Process

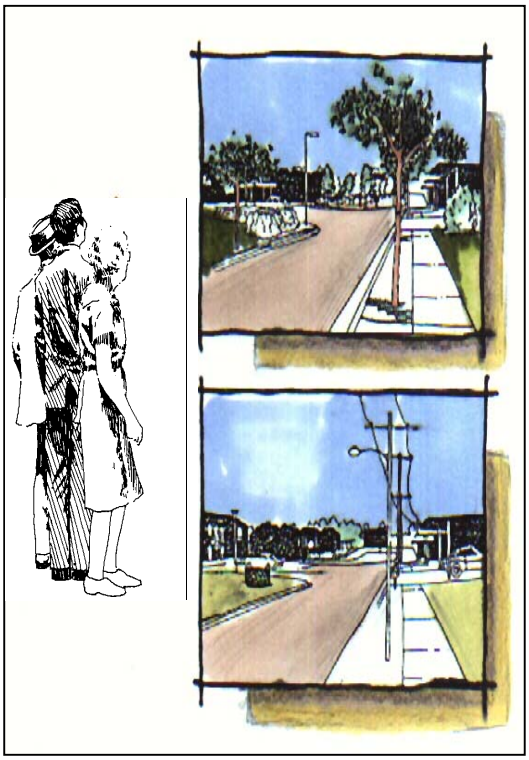

Fig. 4.4 Visual Goals and Objectives

- **Harmony:** Assure that proposed design is compatible with existing development and the natural environment in terms of site location, mass, density, color, form, function and materials.

- **View:** Provide physical development that frames and enhances desirable vistas and screens undesirable vistas.

- **Activity:** Provide physical development that encourages and enhances the importance of movement and interest in an urban environment such as an installation. Activity is encouraged by creating interest through the use of details and provision of a spatially comfortable environment.

- **Livability:** Provide an environment that is sensitive to natural elements such as topography, vegetation, light, water and views.

- **Security:** Provide an environment that is safe and secure.

- **Maintenance:** Provide an environment that promotes ease of maintenance and management.

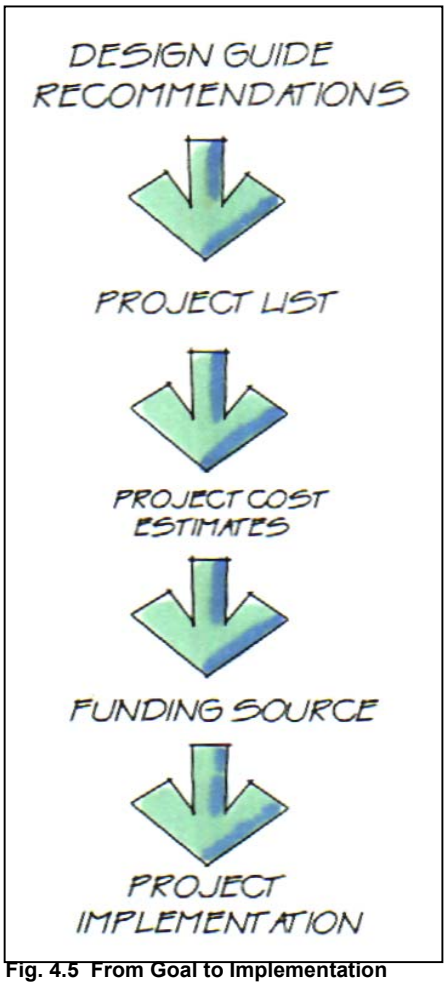

Fig. 4.5 From Goal to Implementation

4-3 Identification & Classification of Visual Elements

4-3.1 Basic design principles are utilized to define visual elements and assess their character.

4-3.2 The assessment and classification of visual elements follows basic design principles describing “good” and “not so good” design. Their assessment becomes the design criteria used to determine the visual character of the installation.

4-3.3 Visual inventory and analysis rely on an understanding of the installation’s visual elements, and an understanding of the principles of design. The visual elements

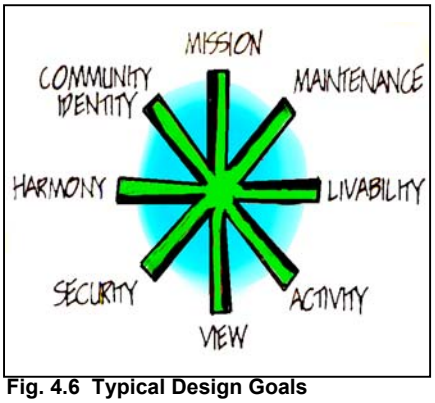

Fig. 4.6 Typical Design Goals

and principles of design are described in the following paragraphs.

4-4 Visual Elements

4-4.1 Visual elements of an installation include a myriad of physical and environmental impacts. These elements include manmade and natural features and their inter-relationship. The visual inventory should include review and assessment of the following elements of the installation:

- **Natural Characteristics:** Includes the regional and site characteristics that have been preserved and enhanced.
- **Edges and Boundaries:** Linear elements such as walls, fences, or trees create separation of use and activities.
- **Buildings and Structures:** Typically the most dominant features of an installation. Their location and design characteristics determine the primary visual image.
- **Activity Nodes:** Centers of activity that attract people on a daily basis.
- **Landmarks:** Visually or historically prominent features such as towers, statues or buildings that provide identity and orientation of place.
- **Entrances and Gates:** Provide the first and last impression of the installation.
- **Circulation System:** Includes streets, sidewalks, parking lots, driveways. Delivery areas and bicycle paths utilize a large amount of space and create significant visual impact.
- **Trees and Other Vegetation:** Trees and other vegetation frame views, provide visual screens, provide shade, color, and interest in the environment.
- **Street Trees:** Street trees soften, complement, and define the road


Fig. 4.7 Natural Characteristics

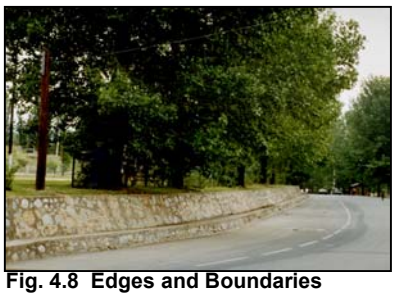
Fig. 4.8 Edges and Boundaries


Fig 4.9 Community


Fig 4.10 Activity Node


Fig. 4.11 Preserve Historic Architecture

hierarchy, and improve the overall visual quality of the installation.

- **Views and Vistas:** Scenic and attractive views and vistas should be enhanced. Unattractive views should be screened.

- **Open Spaces:** Open space areas create visual impact and serve to separate or join adjacent uses according to how they are designed.

- **Signage:** A coordinated installation signage plan, addressing both exterior and interior signage, should be developed to facilitate circulation and provide useful information.

- **Utility Corridors:** Utilities should be in corridors. Unsightly above ground utilities should be minimized.

- **Other Elements:** Other visual elements occur within an installation that should be noted if they are not related to those identified.

Fig. 4.12 Entrances and Gates

Fig. 4.13 Trees, Shrubs and Berms Provide Screening

Fig. 4.14 Open Spaces

4-5 Design Principles

4-5.1 The visual inventory and analysis requires an understanding of basic design principles. The primary principles that will concern those conducting the inventory are:

- **Scale:** The proportional relationship of man to his spatial environment. The scale should result in a comfortable relationship for the user and will vary as space, size and activities vary.

- **Form:** The size and shape of mass. Individual forms should be designed to complement one another and the environment.

- **Function:** The use of a space or area. Function is gauged by the degree to which the space works in its intended purpose.

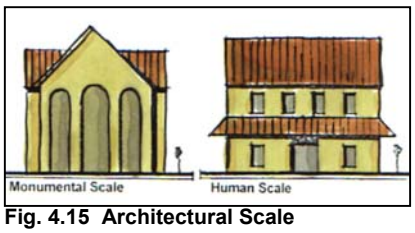

Fig. 4.15 Architectural Scale

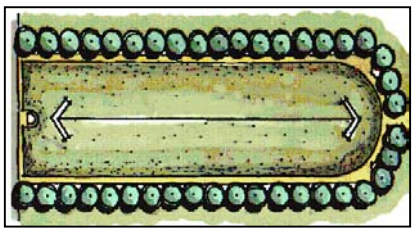

Fig. 4.16 Parade Ground Provides Form & Function

- **Color:** All elements of the visual environment have color. The use and arrangement of colors greatly determine the visual impact of all elements.

- **Texture:** All elements of the visual environment have texture. The use and blending of textures greatly impact the visual environment.

- **Unity:** All elements of the visual environment should blend to complement one another. Repetition of scale, form, color and texture results in a unified visual impression.

- **Framing:** All views include a ground plane, side planes, and overhead plane. The relationship of planes change as the individual moves through the environment.

- **Axis:** An axis is a linear progression of space connecting two or more dominant features.

- **Terminus:** A terminus is the end of an axis and is typically defined by a dominant feature such as a building.

- **Balance:** Visual elements are composed to be symmetrical or asymmetrical. In either case, visual elements should be sized and located to provide visual balance.

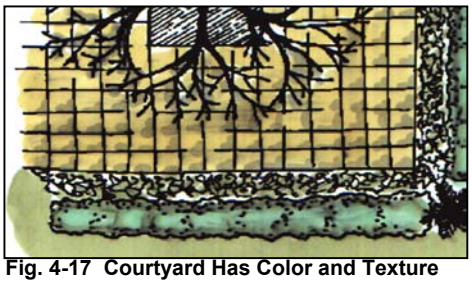

Fig. 4-17 Courtyard Has Color and Texture

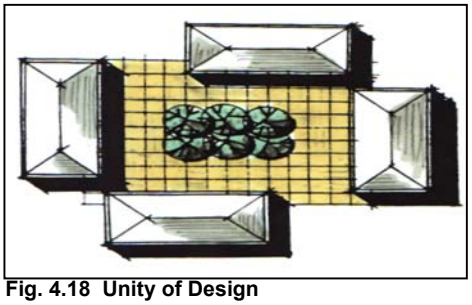

Fig. 4.18 Unity of Design

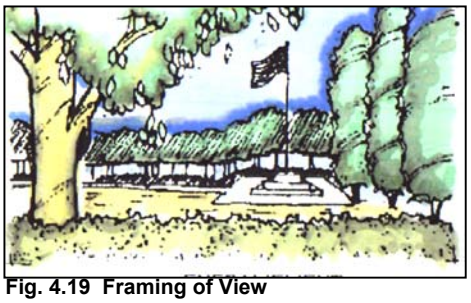

Fig. 4.19 Framing of View

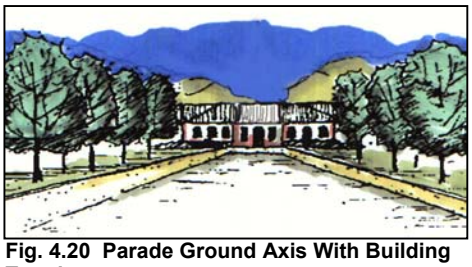

Fig. 4.20 Parade Ground Axis With Building Terminus

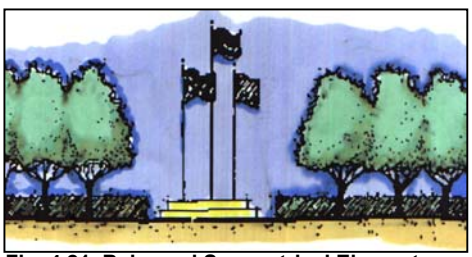

Fig. 4.21 Balanced Symmetrical Elements